

Station KSNV-TV LAS VEGAS, NV.
 Advertiser () RNC/ROMNEY FOR PRES
 Product RNC - ROMNEY
 Estimate# 279
 Buyer STEPHANIE KINCAID
 Phone#
 Fax#
 Agency () AMERICAN RAMBLER PRODUCTIONS
 138 CONANT STREET
 BEVERLY, MA 02494
 Agency C/P1/P2/E //279
 Flight Dates 07/25/2012 - 07/31/2012
 Hiatus Weeks
 Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

-- CONTRACT COMMENT --
 RNC - ROMNEY SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M-TU	6A-7A	WAKE W/WAGNRS2 2X/DAY WITH MAX SEP	:30	\$700.00	07/30-07/31	4	1	4	\$2,800.00	
	2	W-F	6A-7A	WAKE W/WAGNRS2 1X/DAY	:30	\$700.00	07/25-07/27	3	1	3	\$2,100.00	
	3	W-F	7A-9A	TODAY SHOW 2X/DAY WITH MAX SEP	:30	\$1,400.00	07/25-07/27	6	1	6	\$8,400.00	
	4	M-TU	7A-9A	TODAY SHOW 2X/DAY WITH MAX SEP	:30	\$1,400.00	07/30-07/31	4	1	4	\$5,600.00	
	5	M-TU	9A-10A	TODAY SHOW 2 2X/DAY WITH MAX SEP	:30	\$500.00	07/30-07/31	4	1	4	\$2,000.00	
	6	W-F	9A-10A	TODAY SHOW 2 1X/DAY	:30	\$500.00	07/25-07/27	3	1	3	\$1,500.00	
	7	M-TU	9A-4P	OLY DAYTIME 3X/DAY WITH MAX SEP	:30	\$1,200.00	07/30-07/31	6	1	6	\$7,200.00	
	8	W-F	10A-11A	TODAY SHOW 3 1X/DAY	:30	\$325.00	07/25-07/27	3	1	3	\$975.00	

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 138 CONANT STREET
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	9	W-F	12P-1230P	NEWS AT NOON	:30	\$425.00	07/25-07/27	6	1	6	\$2,550.00	
		Buyline Comment: NEWS AT NOON										
		2X/DAY WITH MAX SEP										

	10	W-F	1P-2P	DAYS OF OUR LIVES	:30	\$425.00	07/25-07/27	3	1	3	\$1,275.00	
		Buyline Comment: DAYS OF OUR LIVES										
		1X/DAY										

	11	W-F	2P-3P	DOCTORS	:30	\$175.00	07/25-07/27	3	1	3	\$525.00	
		Buyline Comment: DOCTORS										
		1X/DAY										

	12	W-F	3P-4P	DR. PHIL	:30	\$450.00	07/25-07/27	3	1	3	\$1,350.00	
		Buyline Comment: DR. PHIL										
		1X/DAY										

	13	M-TU	4P-430P	FIRST NEWS 3-4	:30	\$700.00	07/30-07/31	4	1	4	\$2,800.00	
		Buyline Comment: FIRST NEWS 3-4										
		2X/DAY WITH MAX SEP										

	14	W-F	4P-430P	FIRST NEWS 3-4	:30	\$700.00	07/25-07/27	3	1	3	\$2,100.00	
		Buyline Comment: FIRST NEWS 3-4										
		1X/DAY										

	15	W-F	430P-5P	NEWS	:30	\$700.00	07/25-07/27	6	1	6	\$4,200.00	
		Buyline Comment: NEWS										
		2X/DAY WITH MAX SEP										

	16	M-TU	430P-5P	NEWS	:30	\$700.00	07/30-07/31	4	1	4	\$2,800.00	
		Buyline Comment: NEWS										
		2X/DAY WITH MAX SEP										

	17	W-F	5P-630P	NEWS 3 AT 5	:30	\$1,000.00	07/25-07/27	6	1	6	\$6,000.00	
		Buyline Comment: NEWS 3 AT 5										
		2X/DAY WITH MAX SEP										

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Rep Firm	
Sales Office () PHILADELPHIA
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Salesperson Phone#	215-568-6540
Salesperson FAX#	215-566-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	18	M-TU	5P-630P	NEWS 3 AT 5 Buyline Comment: NEWS 3 AT 5 2X/DAY WITH MAX SEP	:30	\$1,000.00	07/30-07/31	4	1	4	\$4,000.00	
	19	W-F	630P-7P	JEOPARDY Buyline Comment: JEOPARDY 2X/DAY WITH MAX SEP	:30	\$1,000.00	07/25-07/27	6	1	6	\$6,000.00	
	20	M-TU	630P-7P	JEOPARDY Buyline Comment: JEOPARDY 2X/DAY WITH MAX SEP	:30	\$1,000.00	07/30-07/31	4	1	4	\$4,000.00	
	21	W-F	7P-730P	WHEEL Buyline Comment: WHEEL 1X/DAY	:30	\$1,000.00	07/25-07/27	3	1	3	\$3,000.00	
	22	M-TU	7P-730P	WHEEL Buyline Comment: WHEEL 1X/DAY	:30	\$1,000.00	07/30-07/31	2	1	2	\$2,000.00	
	23	W-TH	11P-1130P	NEWS 3 AT 11 Buyline Comment: NEWS 3 AT 11 1X/DAY	:30	\$1,100.00	07/25-07/26	2	1	2	\$2,200.00	
	24	W-F	1130P-1230A	TONITE SHOW NBC Buyline Comment: TONITE SHOW NBC 1X/DAY	:30	\$425.00	07/25-07/27	3	1	3	\$1,275.00	
	25	F	12A-1230A	LATE NIGHT Buyline Comment: LATE NIGHT	:30	\$1,000.00	07/27-07/27	1	1	1	\$1,000.00	
	26	F	730P-12A	CEREMONY Buyline Comment: CEREMONY	:30	\$10,000.00	07/27-07/27	1	1	1	\$10,000.00	
	27	SA	8P-12A	PRIMETIME Buyline Comment: PRIMETIME	:30	\$6,000.00	07/28-07/28	2	1	2	\$12,000.00	

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	28	SA	12A-1230A		:30	\$1,000.00	07/28-07/28	2	1	2	\$2,000.00	
	Buyline Comment: OLY LATE NEWS											
	29	SA	5A-6P		:30	\$1,700.00	07/28-07/28	2	1	2	\$3,400.00	
	Buyline Comment: OLY WEEKEND DAYTIME											
	30	SU	8P-12A		:30	\$6,000.00	07/29-07/29	1	1	1	\$6,000.00	
	Buyline Comment: OLY WEEKEND PRIME											
	31	SU	12A-1230A		:30	\$1,000.00	07/29-07/29	2	1	2	\$2,000.00	
	Buyline Comment: OLY LATE NEWS											
	32	SU	5A-6P		:30	\$1,700.00	07/29-07/29	4	1	4	\$6,800.00	
	Buyline Comment: OLY WEEKEND DAYTIME											

--REPORT TOTALS--
 Report Totals: 110 / \$119,850.00

--SALES MONTHLY TOTALS--
 Jul 12: 74 / \$86,650.00 Aug 12: 36 / \$33,200.00
 Sales Totals: 110 / \$119,850.00
 Station Totals: 110 / \$119,850.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--
 Market Totals \$119,850
 CATV 0% KBLR 0% KLAS 0% KSNV 100%
 KTNV 0% KTUD 0% KVCW 0% KVVU 0%
 XXXX 0%

--COMPETITIVE COMMENTS--
 WAITING ON COMP FROM REST OF MARKET

Rep Order# 6835929 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 104655 Printed: 07/24/2012 2:39 PM 5 of 5
EC'd Yes Last Received: 07/24/2012 11:53 AM
Showing Buylines: All Lines

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Books null
Demos RA35+

-- CREDIT RISK --
CASH IN ADVANCE